



Bicton Heath, Shrewsbury, SY3 8HS

Re : Individual Giving Manager

Please find attached the following documents:-

- 1. Job Description**
- 2. Person Specification**
- 3. Information to Candidates**
- 4. Equal Opportunities Monitoring Form**

Having read the enclosed information, your completed application form should be returned to HR@severnhospice.org.uk or the address above, to arrive no later than **10th August 2022**. **However should we have enough suitable candidates before the deadline then we will close the advert early.**

For an informal discussion, please contact Elodie Home, Head of Fundraising.

We will respond to all unsuccessful applications within 4 weeks of the closing date via email (if you have provided an e-mail address on your application form).

Thank you for the interest you have shown in this post.

Yours sincerely

Sarah Lloyd
HR Assistant

Severn Hospice – Individual Giving Manager

INFORMATION TO CANDIDATES - SUMMARY OF MAIN TERMS AND CONDITIONS OF EMPLOYMENT

The following information is intended as a useful guide to applicants considering joining the Hospice. Full details are supplied with an offer of appointment.

1. MEDICAL

As part of the Hospice's selection procedure for employment, we ask all prospective employees to complete a pre-employment medical questionnaire. The purpose is to fulfil our responsibilities under the Health and Safety at Work Act 1974 and to ensure that the proposed employment does not present any particular risks from a medical point of view.

No formal offer of appointment will be made until the Hospice, through its Occupational Health Service Provider, is satisfied about your medical fitness to undertake the job. Further details about this will be sent to any prospective employee following interview.

2. REFERENCES

No formal offer of employment will be made until we have received satisfactory references.

3. PROBATIONARY PERIOD

Your appointment will initially be for a probationary period of up to 6 months during which time your progress will be regularly assessed. Your line manager will work closely with you in order to help and support you as necessary throughout your probationary period. The Hospice reserves the right to extend the probationary period for any reason should this be deemed necessary eg. to provide additional training.

Your appointment will be confirmed in writing following the satisfactory completion of your probationary period. Your employment may be terminated at any time during the probationary period with appropriate notice. However, prior to this decision being made, every effort will be made to ensure that you reach the required standards.

4. SALARY

The salary for this post is **£28,000 - £33,000 per annum** depending on experience.

Salaries are paid monthly by credit transfer to a bank or building society account.

5. HOURS OF WORK

You will be contracted to work 37 ½ hours per week Monday – Thursday 8.45-5.00 and Friday 9.00-4.00

6. HOLIDAY

Holiday entitlement is 7 weeks per annum including bank holidays. Increasing to 7.4 weeks after 5 years' service and 8.2 weeks after 10 years' service.

7. PENSION

The Hospice is able to offer ex NHS staff continuity of membership* into the NHS Superannuation Scheme. Please note, as a direction employer, the Hospice is not able to provide access to the NHS (Compensation for Premature Retirement) Regulations or the NHS (Injury Benefits) Regulations. All other NHS Superannuation scheme benefits are applicable.

(*Provided there is not a gap of more than twelve months between your last contribution to the scheme and applying to re-join it from the Hospice).

Severn Hospice
Equality and Diversity Statement

Severn Hospice (the Hospice) is committed to the equal treatment of all employees and job applicants and requires all staff, whatever their grade or authority, to abide by this general principle. The Hospice is committed to all employees being able to achieve their full potential in an environment characterised by dignity and mutual respect.

No individual shall be treated less favourably than another on grounds of gender, age, religion or belief, marital status, race, nationality, ethnic or national origin, sexual orientation, disability, social background, trade union membership, criminal record, carer responsibilities or employment status. The policy of equality of opportunity extends to all services we provide.

Severn Hospice aims to promote equality of opportunity for all with the right mix of talent, skills and potential and welcome applications from a diverse range of candidates including those with criminal records. We comply fully with the DBS Code of Practice and undertake to treat all applicants fairly. We undertake not to discriminate unfairly against any subject of a DBS Check on the basis of a conviction or other information revealed. Candidates are selected for interview based on their skills, qualifications and experience.

A DBS Check is only requested after a thorough risk assessment has indicated that one is both proportionate and relevant to the position concerned. For those positions where a DBS Check is required, all application packs will contain a statement that a Check will be requested in the event of the individual being offered the post.

Details of criminal records must be sent under separate, confidential cover with your application form. We guarantee that this information will only be seen by those who need to see it as part of the recruitment process.

All those involved in the recruitment process have been suitably trained to identify and assess the relevance and circumstances of offences. At interview, an open and measured discussion will take place on the subject of any offences or other matter that might be relevant to the position.

Criminal records will be taken into account for recruitment purposes only when the conviction is relevant. Having an “unspent” conviction will not necessarily bar you from employment. This will depend on the nature of the position and the circumstances and background of your offences. However, any “unspent” convictions, which are not declared and subsequently revealed, may result in dismissal.

Under the Rehabilitation of Offenders Act 1974, a conviction will become “spent” (i.e. treated as if it had not occurred) where the individual has not, after a specified period of time, committed another serious offence.

Rehabilitation periods vary depending on the type and length of conviction originally incurred.

Severn Hospice has a legal obligation to protect vulnerable client groups from people who have committed serious offences, and as such meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. All applicants who are offered employment in a post that falls into this category will be subject to a Disclosure Barring Service Check, before the appointment is confirmed. This will include details of cautions, reprimands or final warnings, as well as convictions, including “spent” convictions and where the post is subject to an Enhanced Check, other relevant non-conviction information, such as police enquiries and pending prosecutions will be included.

Severn Hospice is committed to compliance with the Disclosure Barring Service’s Code of Practice for Registered Persons and other recipients of DBS information.

A copy of the Hospice’s Equality and Diversity policy is available upon request.

EQUALITY AND DIVERSITY MONITORING FORM

Severn Hospice wants to meet the aims and commitments set out in its Equality and Diversity Policy. To assist the Hospice in meeting this aim, we need to monitor the equality and diversity profile of the workforce. We also need to ensure that we fully comply with the Equality Act 2010. The Act sets out 9 'protected characteristics' – age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

This form is voluntary and will not be used as part of the selection process nor will it be seen by anybody who is interviewing you. The information collected is only used for monitoring purposes in an anonymised format to assist the organisation in analysing the profile and make up of individuals who apply, are shortlisted and appointed to each vacancy. Should you not wish to complete this form your application will not be prejudiced in any way.

Please can you complete the form and mark the box with an 'x', where applicable. Please place in a sealed envelope separate to our application form.

First Name:		Surname:	
Date of Birth:		Position applied for:	

Are you married or in a civil partnership?

Yes		No		Prefer not to say	
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ETHNICITY

White	British	
	Irish	
	Gypsy or Irish Traveller	
	Any other White background (please specify)	
Mixed/ Multiple Ethnic Groups	White and Black Caribbean	
	White and Black African	
	White and Asian	
	Any other Mixed/multiple ethnic background (please specify)	
Asian or Asian British	Indian	
	Pakistani	
	Bangladeshi	
	Chinese	
	Any other Asian background (please specify)	
Black/African/Caribbean/Black British	African	
	Caribbean	
	Any other Black background (please specify)	
Other Ethnic Groups	Arab	
	Japanese	
	Any other ethnic group (please specify)	
Prefer not to say		

AGE

Under 16		35-39		55-59	
16-24		40-44		60-64	
25-29		45-49		65+	
30-34		50-54		Prefer not to	

RELIGION AND BELIEF

Buddhist		Jewish	
Christian		Sikh	
Hindu		No religion or belief	
Muslim		Prefer not to say	

GENDER

Male		Female		Transgender	
				Prefer not to say	

SEXUAL ORIENTATION

Heterosexual		Lesbian		Gay		Bisexual	
Prefer not to say							

DISABILITY

A disabled person is defined in the Equality Act 2010 as someone with a physical or mental impairment that has a substantial and long-term impact on their ability to carry out day to day activities. Examples are: mobility, manual dexterity, speech, hearing, seeing and memory.

The definition also covers HIV, Multiple Sclerosis and Cancer from the time of diagnosis, and progressive conditions from the point at which they have an impact on day to day activities.

The Hospice will consider making such adjustments as are reasonable in compliance with the Equality Act 2010.

Having read this do you consider yourself to be covered by the definition?

Physical Impairment	Yes		No		Prefer not to say	
Mental Impairment	Yes		No		Prefer not to say	

DECLARATION

The information you provide on this form will be used in anonymised form for the Hospice to internally record and monitor its progress against a number of indicators of workforce equality.

I agree to the use of my personal information as explained above

Signature:	Date:
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Job description and person specification

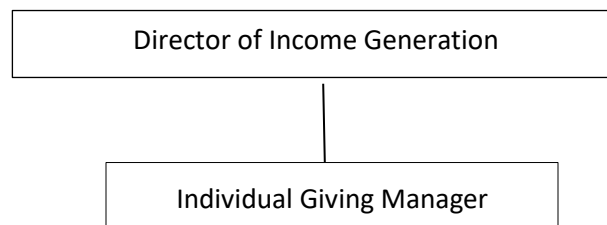
Post title	Individual Giving Manager
Location	Primarily based at our Telford hospice with some travel between hospice sites and occasional travel within the local area

Purpose of the post:

As part of the Severn Hospice Income Generation Team, the Individual Giving Manager will report to the Director of Income Generation and be responsible for the overall delivery of all areas of Individual Giving. The role will lead the development and management of Severn Hospice Individual Giving programmes and activities including; legacies, in memoriam giving, regular giving, general donations, and appeals, increasing income from these sources. The key skills for this role are excellent communication skills and empathy, together with an ability to plan and deliver numerous projects and campaigns at the same time. Along with a strategic overview of the key income streams within this role, the Individual Giving Manager is a team player who is also capable of working independently when required.

The Individual Giving Manager will develop relationships with new and existing supporters to raise the profile of Severn Hospice locally, ensuring all donors are stewarded with effective donor journeys to maximise income and lifetime value. The job demands enough knowledge, experience, and judgement to be able to carry out key responsibilities without constant supervision but also to know when decisions need to be escalated to a more senior level.

Position within the Income Generation team:



Key responsibilities:

- Lead on the acquisition, retention, analysis and development of individual donors to the hospice, developing and implementing the over-arching Individual Giving strategy, including the legacy marketing strategy.
- Work closely with Income Generation colleagues and the wider hospice team to identify opportunities to increase levels of supporter engagement and stewardship.
- Manage the donor journey, establishing stewardship and recognition plans and working closely with the CRM Officer on data selections and thanking methods and processes.
- Manage in memory donations, campaigns and initiatives, taking responsibility for their active promotion and subsequent donor recognition.
- Develop a stewardship programme to increase acquisition and retention of individual givers and deliver substantial growth in this area.
- Identify, appoint and manage third party suppliers as necessary, negotiating best prices and outstanding service levels.
- Assist the Director of Income Generation with preparing the annual income and expenditure budgets and forecasts for Individual Giving income.
- Achieve agreed income and expenditure targets and report regularly on performance.
- Monitor and provide recommendations regarding Individual Giving trends, ensuring continual growth in Individual Giving to Severn Hospice is in line with national trends.
- Working with colleagues in the Communications Team and external agencies, contribute to the marketing and promotion of Individual Giving to develop creative, innovative and targeted fundraising campaigns, to engage new and existing supporters and maximise all fundraising opportunities.
- Develop existing income streams and research and develop new opportunities, assessing their feasibility and income generation potential.
- Develop a detailed understanding of Severn Hospice and all of its services and give presentations, talks and pitches to a variety of audiences, both within the hospice and externally in order to increase awareness of Severn Hospice and generate support for our cause.
- Ensure all regulatory and legal requirements and best practice are followed at all times.
- Update and maintain records on the ThankQ database in a timely manner and in line with procedures set out by the CRM Officer.
- Report any complaints received to the Head of Fundraising in a timely manner.

- Report on activity regularly to the Director of Income Generation via one to one meetings, written monthly reports and full participation in all team meetings.
- Perform any other reasonable tasks as requested by the Director of Income Generation.
- Undertake, and be responsible for, a range of general administrative duties including receiving calls, sending out mailings and responding to emails.
- Be prepared to work outside of regular working hours on occasion, as the role or wider income generation activities require.
- This job description is intended as a guide to the range of duties covered and should not be regarded as inflexible. There is a mutual obligation to modify the description when changes in the work situation occur.

Supplementary information

All new hospice employees are on a six-month probationary period.

In accordance with Severn Hospice’s Health & Safety Policy all employed persons while at work are required by Section 7 of the Health & Safety at Work Act to take reasonable care of their own health and safety and that of others who may be affected by their acts or omissions.

All employees are required to participate in the hospice’s appraisal process.

Person specification:

The candidate must demonstrate, with examples and evidence, that they meet the criteria outlined below.

	Essential	Desirable
Qualifications / Training	<ul style="list-style-type: none"> • Good level of education – minimum A Level standard or equivalent • GCSEs in Maths and English 	<ul style="list-style-type: none"> • Institute of Fundraising Certificate and/or Diploma
Experience and Abilities	<ul style="list-style-type: none"> • Sound knowledge and understanding of individual giving and legacy fundraising • Experience of researching and developing campaigns and initiatives 	<ul style="list-style-type: none"> • Experience of working in the charity sector • Experience of public speaking

	<ul style="list-style-type: none"> • Experience in managing acquisition, retention and engagement activities • Ability to work independently and as part of a team • Demonstrable experience of identifying and securing new support from a variety of sources • Experience with databases, audience segmentation and use of data analytics • Demonstrable experience of communicating clearly and positively with a range of audiences and developing and implementing donor pathways and /or stewardship plans • Experience in setting and monitoring income and expenditure budgets • Proven track record in delivering against high income targets across a range of income streams • Demonstrable experience of understanding detailed budgets, operational plans, strategies and financial reports • Experience in developing fundraising strategies and supporting KPIs 	<ul style="list-style-type: none"> • Experience of working with volunteers • Developing operational and business plans and strategies
Skills & Knowledge	<ul style="list-style-type: none"> • Proficient IT skills including MS Office • Exceptionally organised with excellent time management and planning skills, able to work to deadlines and hold others to deadlines. 	<ul style="list-style-type: none"> • Understanding of the work of Severn Hospice • Previous experience of using a supporter database and / or knowledge of ThankQ CRM database

	<ul style="list-style-type: none"> • High level communication and presentation skills • Understanding the principles of marketing/PR • Conscientious and meticulous approach to accurate and timely record keeping • Ability to use data to make informed decisions • Knowledge and understanding of data protection, fundraising legislation and relevant codes of practice 	<ul style="list-style-type: none"> • Knowledge of the Severn Hospice catchment area • Legacy admin experience
Personal Qualities, Aptitudes and Attributes	<ul style="list-style-type: none"> • Passion and empathy for the cause and our supporters. Self-motivated and willing to take on new challenges • Committed to building good relationships, with staff, volunteers and supporters • Practical, flexible and calm under pressure • Creativity, thinking outside the box • A proactive 'go-getter' with a 'can-do' attitude • People person who understands customer care • Exceptional attention to detail • Professional attitude and appearance at all times 	<ul style="list-style-type: none"> • Good sense of humour • Empathy with bereaved and ability to handle emotionally charged situations.
Other requirements	<ul style="list-style-type: none"> • Willingness to work outside agreed hours occasionally 	

	<ul style="list-style-type: none">• Willingness to train and learn new skills• Driving license and own car	
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July 2022